

SOCL19069 *Social Research Methods*

Term 2 - 2025

Profile information current as at 21/04/2026 08:11 pm

All details in this unit profile for SOCL19069 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit familiarises students with the practice of researching and the collection of data. Through the development of core skills, students are introduced to both qualitative and quantitative methods. Links between theory and social research methods are investigated in an effort to understand the production and analysis of social research data. At the end of the unit students should be able to critically assess and analyse the application and use of appropriate research methods. Within this framework students should be able to devise and undertake a social survey, understand and explain the application of both quantitative and qualitative research methods, and be able to use both quantitative and qualitative approaches to their research.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 7

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Successful completion of 48 credit points.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2025

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. Online Quiz(zes)

Weighting: 20%

2. Written Assessment

Weighting: 40%

3. Written Assessment

Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure - Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure - International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback - Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from SUTE unit comments

Feedback

Students reported the unit provided good insight into how research was conducted and the lecturers and material provided were good.

Recommendation

The content and delivery of the unit will be continually updated to improve the learning experience of students and their knowledge of social research and the methods available for use.

Feedback from SUTE unit comments

Feedback

Students requested more real-world social work practice examples to show how research relates to social work practice.

Recommendation

More real-world and current social issues related to areas of social work practice will be presented and discussed in the tutorial sessions and the discussion forum. To support students from other discipline areas (e.g., Arts) studying in the unit other research examples will be presented.

Feedback from SUTE unit comments

Feedback

Students wanted more detail in the marking rubrics with every section and activity of the assessment included.

Recommendation

An itemised checklist for each written assessment will be provided to support students' preparation of their assignments for marking.

Feedback from SUTE unit comments

Feedback

The terminology used is complex and further clarification is needed to help with understanding the concepts.

Recommendation

In the early weeks of the unit, additional attention will be given to providing students with resources and discussion points in the tutorial sessions and online forums to clarify key terms used to aid familiarisation and understanding of the social research terminology. The quiz assessment can also be adjusted to help students learn key terms.

Feedback from SUTE evaluation result

Feedback

Require more useful knowledge and skills to be added.

Recommendation

The required readings will be revised to include stronger social work content and a variety of instructional learning material incorporated into the weekly content.

Feedback from SUTE evaluation result

Feedback

Students wanted to see more relevance of the unit to their social work degree.

Recommendation

Revision of the readings will focus on more updated social work texts and journal articles, along with examples of how social research methods aid social work practice and policy-making.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Apply a range of skills and competencies that critically evaluate the use and application of research methods and the analysis of data.
2. Conduct a social survey.
3. Explain and discuss both the benefits and limitations of qualitative and quantitative research and their appropriate contexts for application, while having and understanding of the constraints and concerns associated with undertaking and supervising a research project.
4. Apply both qualitative and quantitative research techniques.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ● Introductory Level ● Intermediate Level ● Graduate Level ◦ Professional Level ◦ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Quiz(zes) - 20%	●	●	●	●
2 - Written Assessment - 40%	●	●	●	●
3 - Written Assessment - 40%	●	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	●	●	●	●
2 - Problem Solving	●	●	●	●
3 - Critical Thinking	●	●	●	●
4 - Information Literacy	●	●	●	●
5 - Team Work				
6 - Information Technology Competence	●	●	●	●
7 - Cross Cultural Competence	●	●	●	●
8 - Ethical practice	●	●	●	●
9 - Social Innovation				

Graduate Attributes

Learning Outcomes

1 2 3 4

10 - First Nations Knowledges

11 - Aboriginal and Torres Strait Islander Cultures

Textbooks and Resources

Textbooks

SOCL19069

Prescribed

Social Research Methods

Edition: 4th (2019)

Authors: Walter, M.

Oxford University Press

Melbourne , Victoria , Australia

ISBN: 9780190310103

If you are having issues accessing the text at Library website, physical copies of the book can be purchased at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

Additional Textbook Information

Other prescribed readings are available via the eReading list on the unit Moodle site.

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Academic Learning Centre services
- CQUniversity library literature search tools
- Microsoft Word
- Wordprocessing, spreadsheeting and powerpoint software
- Zoom account (Free)
- Zoom app on your smart phone or access to Zoom on your laptop
- Online access Australian Standards (through CQU Library)
- CQUniversity Library Resources
- Zoom (both microphone and webcam capability)
- EndNote (bibliographical software). EndNote bibliographic software to format your references is NOT mandatory. However, it will be a great tool to manage your research references and cite them in texts. Consult ITD for instructions on how to download this software. It is easy to use and very helpful. See <https://my.cqu.edu.au/group/it-services/endnote> to access the software
- CQUniversity Library search engines for research articles
- CQUniversity Library Social Work Resources

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Susan Rockloff Unit Coordinator
s.rockloff@cqu.edu.au

Schedule

Week 1 - 14 Jul 2025

Module/Topic	Chapter	Events and Submissions/Topic
Research and the research process	Chapter 1 & 3 of Walter (2019) (prescribed text) Visit the study week schedule on Moodle for Week 1 set readings and activities. Review the Moodle site and click on all the links.	Recorded presentation: Welcome and Unit Introduction. Weekly lecture/tutorial. (Attend the Zoom tutorial or watch the recording) Activity: Access the Discussion page and introduce yourself to your colleagues by providing your name and what you want to learn from studying this unit. Assessments: Review the assessment tasks and make a study plan. Foundations of Academic Integrity Program: Complete your annual program. Announcements and Discussion Forums: Regularly check for posts and updates. Student email: Check your student email at least twice per week for important communications.

Week 2 - 21 Jul 2025

Module/Topic	Chapter	Events and Submissions/Topic
Qualitative and quantitative research	Visit the study week schedule on Moodle for Week 2 set readings and activities.	

Week 3 - 28 Jul 2025

Module/Topic	Chapter	Events and Submissions/Topic
Research design and research questions	Chapter 2 of Walter (2019) Visit the study week schedule on Moodle for Week 3 set readings and activities.	

Week 4 - 04 Aug 2025

Module/Topic	Chapter	Events and Submissions/Topic
Ethics in research	Chapter 4 of Walter (2019) Visit the study week schedule on Moodle for Week 4 set readings and activities.	

Week 5 - 11 Aug 2025

Module/Topic	Chapter	Events and Submissions/Topic
Qualitative and quantitative methodologies	Visit the study week schedule on Moodle for Week 5 set readings and activities.	Assessment 1. Timed Online Quiz (20%) Due: Week 5 Thursday (14 Aug 2025) 11:59 pm AEST

Vacation Week - 18 Aug 2025

Module/Topic	Chapter	Events and Submissions/Topic
	Please use this mid-term break as an opportunity to rest and recover. Enjoy your break!	No timetabled learning activities. Please use this week to progress your assessments.

Week 6 - 25 Aug 2025 Module/Topic	Chapter	Events and Submissions/Topic
Measuring and sampling	Chapter 5 of Walter (2019) Visit the study week schedule on Moodle for Week 6 set readings and activities.	
Week 7 - 01 Sep 2025 Module/Topic	Chapter	Events and Submissions/Topic
Quantitative research - Constructing and conducting surveys	Chapter 6 of Walter (2019) Visit the study week schedule on Moodle for Week 7 set readings and activities.	
Week 8 - 08 Sep 2025 Module/Topic	Chapter	Events and Submissions/Topic
Quantitative research - Analysing data and presenting survey results	Walter (2019), pp.239-254. Visit the study week schedule on Moodle for Week 8 set readings and activities.	Assessment 2. Quantitative (Social Survey) 1800 words (+/-10%) Due: Week 8 Monday (8 Sept 2025) 4:00 pm AEST
Week 9 - 15 Sep 2025 Module/Topic	Chapter	Events and Submissions/Topic
Qualitative research method - interviewing	Chapter 10 of Walter (2019) Visit the study week schedule on Moodle for Week 9 set readings and activities.	
Week 10 - 22 Sep 2025 Module/Topic	Chapter	Events and Submissions/Topic
Qualitative research - Analysing the data	Chapter 11 & 13 of Walter (2019) Visit the study week schedule on Moodle for Week 10 set readings and activities.	
Week 11 - 29 Sep 2025 Module/Topic	Chapter	Events and Submissions/Topic
Quality in research - Rigour	Visit the study week schedule on Moodle for Week 11 set readings and activities.	
Week 12 - 06 Oct 2025 Module/Topic	Chapter	Events and Submissions/Topic
Completion of Assessment 3.	No set readings for this week.	Assessment 3. Qualitative (Interviewing & Analysis) 1700 words (+/-10%) Due: Week 12 Tuesday (7 Oct 2025) 4:00 pm AEST
Review/Exam Week - 13 Oct 2025 Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 20 Oct 2025 Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

As this unit is offered online, students are asked to prepare their own individual study plan to undertake self-led and self-directed study throughout the term. A key to your success is a strategic self-directed approach to learning and regular contact with your Unit Coordinator. Please check the Announcements and Discussion forums at least twice a week - there will be regular announcements about assessments and unit resources throughout the term, and reviewing this information is essential to unit knowledge and your success. CQUniversity communicates with students through CQUniversity email. We recommend that you access your CQUniversity email at least twice a week so that you do not miss vital information about your studies.

Assessment Tasks

1 Assessment 1. Timed Online Quiz (20%)

Assessment Type

Online Quiz(zes)

Task Description

Type: One Online Quiz
Quiz opens: 00:01 hour (AEST) Thursday, 14 August 2025 (Week 5)
Quiz closes: 23:59 hours (AEST) Thursday, 14 August 2025 (Week 5)
Return to students: Results for the quiz will be available on Friday, 15 August 4 pm (AEST)
Permitted attempts: One
Weighting: 20%
Length: 20 questions (combination of question types)
Completion time: 30 minutes
Extensions: Not available as per policy. The 72 - hour grace period does not apply to this assessment.
Unit Coordinator: Dr Susan Rockloff

Aim

The aim of this assessment is for you to demonstrate your knowledge and understanding of fundamental concepts, ethics, methodologies, methods, and facts covered by the textbook, recommended readings, lectures and tutorial content covered in weeks 1 to 5 of the term.

Instructions

Instructions for this assessment can be accessed on the unit Moodle site.

Academic Integrity

- You must abide by the principles of academic integrity (see [Student Academic Integrity Policy and Procedure](#)). Completion of this assessment with another party or sharing of responses is not permitted at any time.
- Level of GenAI use allowed:
 - Level 1: You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Minimum Pass Criteria

- You must achieve a cumulative grade of at least 49.5% across all assessments to pass this unit.
- In the event you are eligible for a supplementary assessment, all assessment tasks must be reasonably attempted in this unit.

Number of Quizzes

1

Frequency of Quizzes

Other

Assessment Due Date

Week 5 Thursday (14 Aug 2025) 11:59 pm AEST

Completion of the quiz is required by 23:59 hours (AEST). An open quiz will be automatically submitted at 23:59 hours (AEST).

Return Date to Students

Week 5 Friday (15 Aug 2025)

Results for the quiz will be available on Friday, 15 August 4 pm (AEST).

Weighting

20%

Assessment Criteria

Automatic grading in the online quiz.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit your completed quiz when you answer the 20 questions or the 30 minute time allowance lapses. The quiz will be set to submit your quiz at the end of the 30 minutes.

Learning Outcomes Assessed

- Apply a range of skills and competencies that critically evaluate the use and application of research methods and the analysis of data.
- Conduct a social survey.
- Explain and discuss both the benefits and limitations of qualitative and quantitative research and their appropriate contexts for application, while having an understanding of the constraints and concerns associated with undertaking and supervising a research project.
- Apply both qualitative and quantitative research techniques.

2 Assessment 2. Quantitative (Social Survey) 1800 words (+/-10%)

Assessment Type

Written Assessment

Task Description

Type: Written Assignment

Due date: Monday, 8 September 2025 4pm AEST

Extensions: Available as per policy. The 72-hour grace period applies to this assessment.

Return date: Results for this assessment will be made available on Wednesday, 24 September 2025 4pm (AEST).

Weighting: 40%

Length: 1800 words +/- 10% (excluding reference list)

Unit Coordinator: Dr Susan Rockloff

Aim

The aim of this assessment is to design a quantitative social survey by conducting an exploratory and concise literature review in the relevant field and formulating a research question, followed by developing hypotheses and a survey. The purpose is for you to make connections between the unit material, a real life research approach and the use of a quantitative research method.

Instructions

Instructions for this assessment can be accessed on the unit Moodle site.

Academic Integrity

- You must abide by the principles of academic integrity (see [Student Academic Integrity Policy and Procedure](#)). Completion of this assessment with another party or sharing of responses is not permitted at any time.
- Level of GenAI use allowed:
 - Level 1: You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Minimum Pass Criteria

- You must achieve a cumulative grade of at least 49.5% across all assessments to pass this unit.
- In order for a supplementary assessment to be considered, all assessment tasks must be reasonably attempted in this unit.

Assessment Due Date

Week 8 Monday (8 Sept 2025) 4:00 pm AEST

Submit your assignment via the unit Moodle site as a single file in Microsoft Word format only.

Return Date to Students

Week 10 Wednesday (24 Sept 2025)

Results for this assessment will be made available on Wednesday, 24 September 2025 4pm (AEST).

Weighting

40%

Assessment Criteria

Refer to the marking rubric on the Moodle site for information on how marks will be assigned. Assessment re-attempt is not available for this Assessment task.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit your assessment as a single file via the unit Moodle site in Microsoft Word format only.

Learning Outcomes Assessed

- Apply a range of skills and competencies that critically evaluate the use and application of research methods and the analysis of data.
- Conduct a social survey.
- Explain and discuss both the benefits and limitations of qualitative and quantitative research and their appropriate contexts for application, while having an understanding of the constraints and concerns associated with undertaking and supervising a research project.
- Apply both qualitative and quantitative research techniques.

3 Assessment 3. Qualitative (Interviewing & Analysis) 1700 words (+/-10%)

Assessment Type

Written Assessment

Task Description

Type: Written Assignment
Due date: Monday, 6 October 2025 4pm AEST
Extensions: Available as per policy. The 72-hour grace period applies to this assessment.
Return date: Results for this assessment will be made available on Monday, 27 October 2025 4pm (AEST).
Weighting: 40%
Length: 1700 words +/- 10% (excluding reference list)
Unit Coordinator: Dr Susan Rockloff

Aim

The aim of your assignment is for you to apply your knowledge and skills to construct a qualitative research question and develop open-ended interview questions as part of an interview schedule. You will then conduct a preliminary analysis and discussion of your interview data. As part of this process, you are required to critically reflect on your positionality as a researcher and demonstrate an understanding of ethical considerations in conducting qualitative interviews. This should be informed by the [NHMRC \(2023\) National Statement on Ethical Conduct in Human Research](#), relevant academic literature, and the principles covered in the unit. This assessment is designed to help you connect the unit material with the practical application of a qualitative research method. To successfully complete this task, you will need to engage with the weekly unit material, tutorials and set readings.

Instructions

Instructions for this assessment can be accessed on the unit Moodle site.

Academic Integrity

- You must abide by the principles of academic integrity (see [Student Academic Integrity Policy and Procedure](#)). Completion of this assessment with another party or sharing of responses is not permitted at any time.
- Level of GenAI use allowed:
 - Level 1: You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Minimum Pass Criteria

- You must achieve a cumulative grade of at least 49.5% across all assessments to pass this unit.
- In order for a supplementary assessment to be considered, all assessment tasks must be reasonably attempted in this unit.

Assessment Due Date

Week 12 Tuesday (7 Oct 2025) 4:00 pm AEST

Submit your assessment as two files via the unit Moodle site in Microsoft Word format only.

Return Date to Students

27 October 2025 - students will be advised of the release of marked assignments via email notification

Weighting

40%

Assessment Criteria

Refer to the marking rubric on the Moodle site for more details on how marks will be assigned. Assessment re-attempt is not available for Assessment three.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission

Online

Submission Instructions

Submit your assessment as as two files via the unit Moodle site in Microsoft Word format only.

Learning Outcomes Assessed

- Apply a range of skills and competencies that critically evaluate the use and application of research methods and the analysis of data.
- Conduct a social survey.
- Explain and discuss both the benefits and limitations of qualitative and quantitative research and their appropriate contexts for application, while having and understanding of the constraints and concerns associated with undertaking and supervising a research project.
- Apply both qualitative and quantitative research techniques.

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem